

IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A liquid crystal display device comprising a first substrate provided with one or more first electrodes, and a second substrate provided with one or more second electrodes, and a twisted nematic liquid crystal material between the two substrates, in which, viewed perpendicularly to the substrates, overlapping parts of the electrodes define pixels, characterized in that the display device is provided with means for adjusting an operating voltage of the liquid crystal display device based on one or more measurements involving a measuring element positioned between the first and second substrates.

2. (Previously Amended) A liquid crystal display device as claimed in claim 1, characterized in that the means for adjusting the operating voltage of the display device comprise means for measuring a current through the measuring element.

3. (Previously Amended) A liquid crystal display device as claimed in claim 2, characterized in that the means for adjusting the operating voltage of the display device comprise means for raising the operating voltage and simultaneously measuring the current through the measuring element.

4. (Previously Amended) A liquid crystal display device as claimed in claim 2, characterized in that the means for adjusting the operating voltage of the display device comprise means for raising the operating voltage and measuring a peak current through the measuring element.

5. (Previously Amended) A liquid crystal display device as claimed in claim 1, characterized in that the means for adjusting the operating voltage of the display device comprise means for measuring a capacitance of the measuring element.

6. (Previously Amended) A liquid crystal display device as claimed in claim 1, characterized in that the measuring element comprises a portion of the liquid crystal material.

7. (Previously Added) A liquid crystal display device, comprising:
a first substrate comprising one or more first electrodes;
a second substrate comprising one or more second electrodes;
a liquid crystal material between the first and second substrates, wherein at least portions of the electrodes that overlap when viewed define pixels;
a measuring element positioned between the first and second substrates; and
a controller operable to adjust an operating voltage of the liquid crystal display device based on one or more measurements involving the measuring element.

8. (Previously Added) The liquid crystal display device of Claim 7, wherein the one or more measurements measure at least one of:

- a current through the measuring element;
- a peak current through the measuring element; and
- a capacitance of the measuring element.

9. (Previously Added) The liquid crystal display device of Claim 7, wherein the controller is operable to adjust the operating voltage of the liquid crystal display device such that a transmission strength of the pixels is fifty percent of a maximum transmission strength.

10. (Previously Added) The liquid crystal display device of Claim 7, wherein the controller is operable to adjust the operating voltage of the liquid crystal display device at varying ambient temperatures.

11. (Previously Added) The liquid crystal display device of Claim 7, wherein the measuring element comprises a portion of the liquid crystal material.

12. (Previously Added) The liquid crystal display device of Claim 7, further comprising a power supply operable to provide the operating voltage.

13. (Previously Added) The liquid crystal display device of Claim 7, wherein the liquid crystal material comprises twisted nematic liquid crystal material.

14. (Previously Added) A method, comprising:

identifying at least one operational characteristic of a measuring element positioned between a first substrate and a second substrate of a liquid crystal display device; and

adjusting an operating voltage of the liquid crystal display device based on the at least one identified operational characteristic.

15. (Previously Added) The method of Claim 14, wherein the at least one operational characteristic of the measuring element comprises at least one of:

a current through the measuring element;

a peak current through the measuring element; and

a capacitance of the measuring element.

16. (Previously Added) The method of Claim 14, wherein adjusting the operating voltage of the liquid crystal display device comprises adjusting the operating voltage such that a transmission strength of pixels displayed the liquid crystal display device is fifty percent of a maximum transmission strength.

17. (Previously Added) The method of Claim 14, wherein adjusting the operating voltage of the liquid crystal display device comprises adjusting the operating voltage at varying ambient temperatures.

18. (Previously Added) The method of Claim 14, wherein the measuring element comprises a portion of a liquid crystal material between the first and second substrates.

19. (Previously Added) The method of Claim 14, wherein the liquid crystal material comprises twisted nematic liquid crystal material.